

ESTABLISHING A SMOOTH VIDEO PRODUCTION WORKFLOW

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OBJECTIVE

Describe the
5 components of the
video production
workflow.





HOW WOULD YOU
DESCRIBE YOUR
EXPERIENCE CREATING
VIDEOS?

Background



Collaborations with
multiple Academic
Librarians



Many concepts and topics
to support instruction



Workflow created for
checkpoints

VIDEO CREATION PROCESS



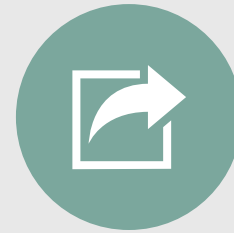
PLAN



RECORD



EDIT



SHARE



MAINTAIN

PLAN

Step 1





WHAT STEPS DO YOU
TAKE WHEN PLANNING
YOUR VIDEOS?

TYPES OF VIDEO

Microvideo

Very short (1 min)

Teaching a simple concept

Tutorial

2-5 mins

Teaching a process

Screencast

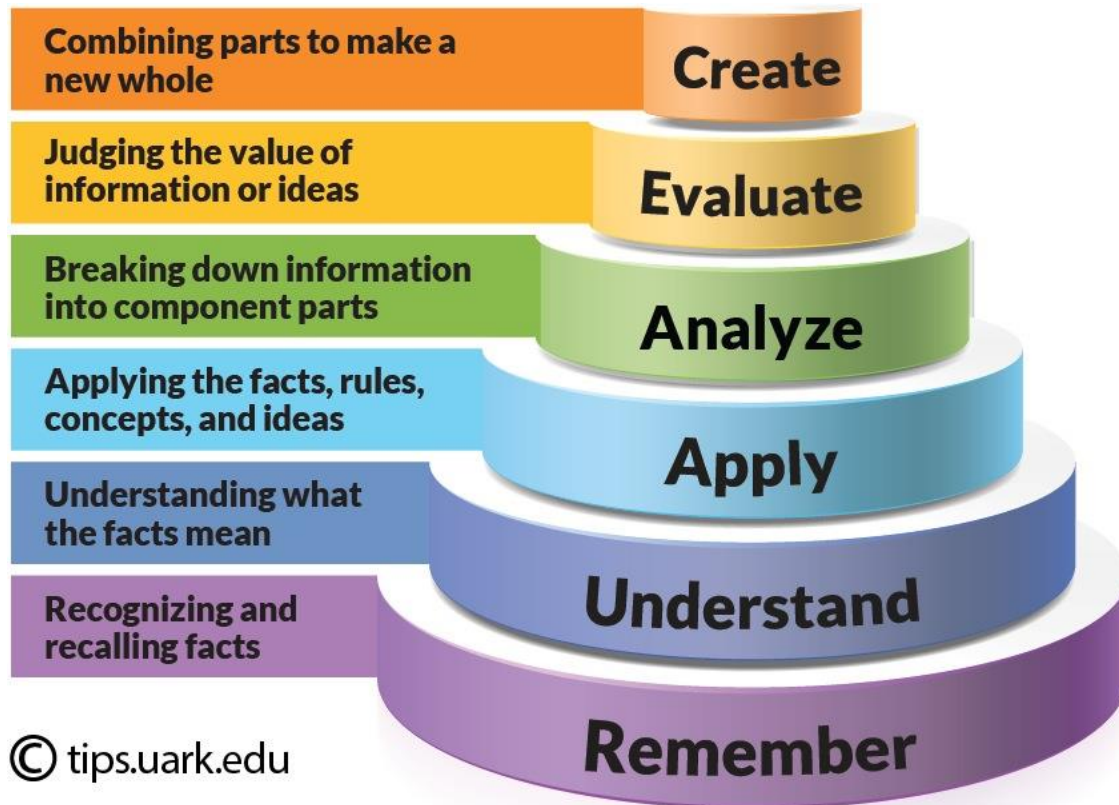
Short lifespan

Teaching visually is best

Presentation/Webinar

Longer than 10 mins

Audience could not attend live event



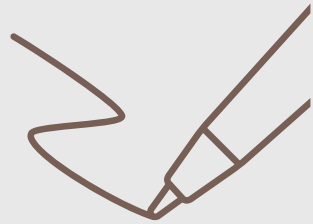
LEARNING OUTCOMES

What would you like your viewers to learn by the end of the video?

- Verbs that are observable, measurable, and appropriate.
- Bloom's Taxonomy to construct your learning objective.
- Point is not to use different verbs but instead use the most accurate verb
- Realistically you will have 1, max 2, learning objectives per video

STORYBOARD

Storyboarding is essentially an outline of your video. You can also think of it as a sketch of what's happening in your video.



Benefits:

- Visualize the structure
- Determine the storyline
- Visually map out slides/the video



Tools:

- Whiteboard
- Notebook paper
- Tablet apps
- Word Document

WRITING A SCRIPT

Keep it simple

Keep it short

Identify your
audience

Use your
Storyboard as an
outline

Fill in the outline

- Script what you will say
- Think about accessibility

Read your script
out loud

Make the
necessary revisions

RECORD

A professional video camera is mounted on a tripod in the foreground, slightly out of focus. The camera's LCD screen is visible, showing a woman in a library setting. The background is a blurred library with bookshelves and a person standing in the distance. The word "RECORD" is overlaid in large white letters.

Step 2

RECORDING

Tips & Tricks

- For successful recordings

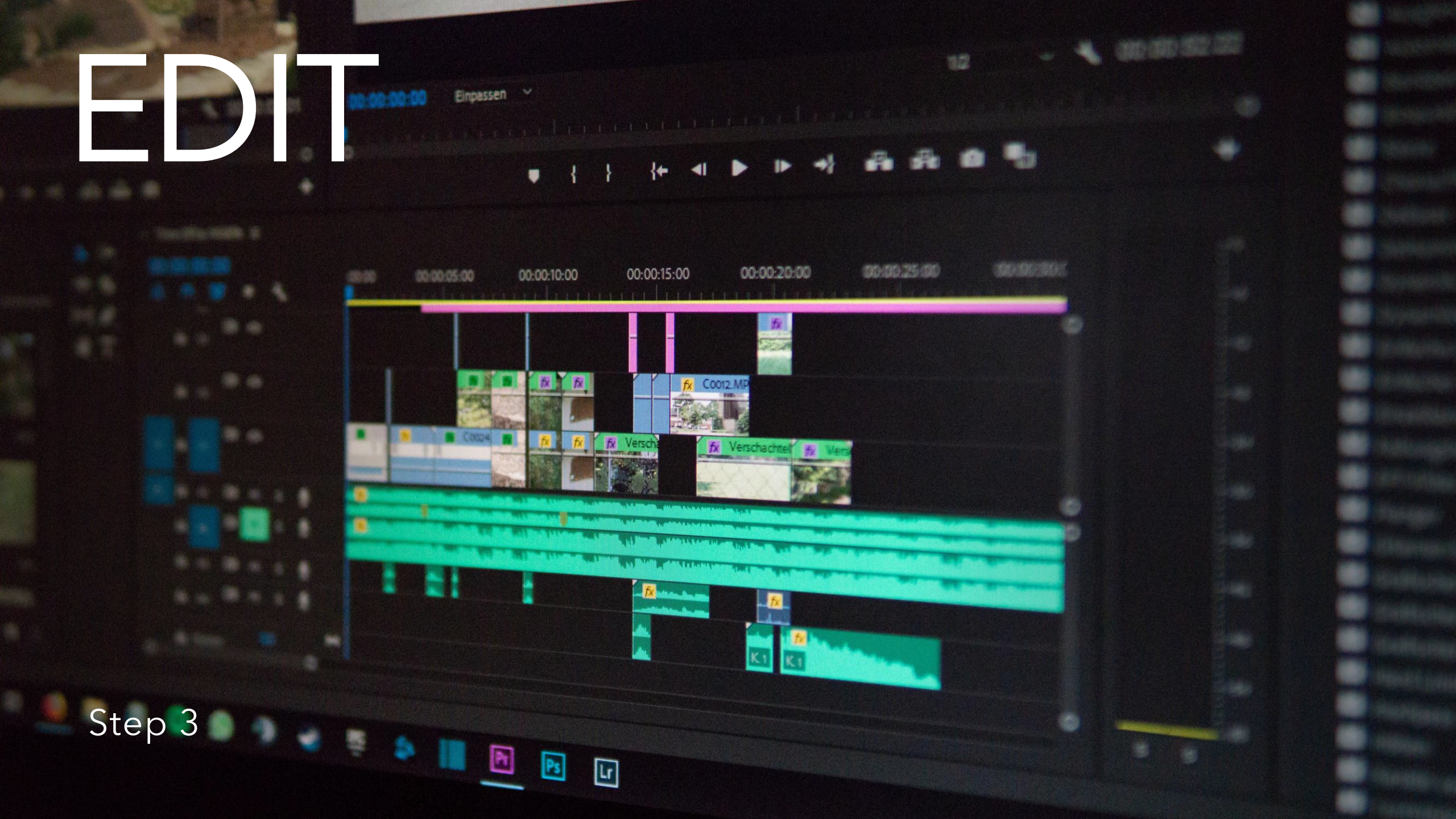
Zoom

- Saves to the cloud & locally

Teams

- Saves to MS Stream

EDIT



Step 3



EDITING

- Free Editing Programs
 - Word of caution: limited functionality, challenging to use, and/or may leave you frustrated
- Suggestions:
 - Camtasia
 - Adobe Premiere Pro
- Save video file for future edits

SHARE

A close-up, low-angle shot of a person's hand typing on a laptop keyboard. The laptop is open, and the screen displays a blue-toned image. The background is dark and out of focus, showing some indistinct shapes. The lighting is warm and focused on the hand and the laptop's edge.

Step 4



HOW DO YOU
PROMOTE/SHARE YOUR
VIDEOS?

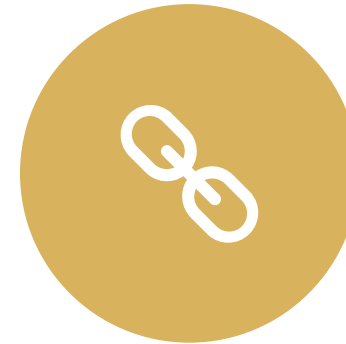
VIDEO- SHARING PLATFORM



PLATFORM EASILY
ACCESSIBLE TO VIEWERS



REPLACE VIDEO BUT THE
URL STAYS THE SAME



PROVIDE LINKS AND
EMBED CODES SO YOU
CAN SHARE WITH OTHERS

MAINTAIN

Step 5

MAINTAINING YOUR VIDEOS

Up to date and relevant
for viewers



Video Maintenance Rubric

Creators will review
videos to ensure videos
are up to date

Decisions: keep, minor
revisions, video redesign,
or video removal is best

SUMMARY



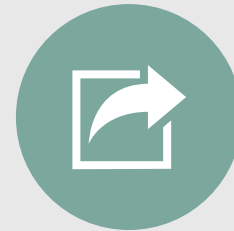
PLAN



RECORD



EDIT



SHARE



MAINTAIN

QUESTIONS



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